

# CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**Great American Media**  
**1010 Wisconsin Ave NW**  
**Washington, DC 20007**

<u>Contract / Revision</u> 799914 /		<u>Alt Order #</u> 06247323
<u>Product</u> DCCC		
<u>Contract Dates</u> 09/11/12 - 09/17/12		<u>Estimate #</u> 1500
<u>Advertiser</u> DCCC		<u>Original Date / Revision</u> 08/27/12 / 08/27/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WOIO	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8004	<u>Advertiser Code</u> 11	<u>Product Code</u> 14
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
E 1	WOIO	09/12/12	09/14/12	Let's Make A Deal	10-11a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$500.00			
E 2	WOIO	09/12/12	09/14/12	Action News at 11p	11-1135p		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$800.00			
E 3	WOIO	09/12/12	09/14/12	David Letterman	1135p-1238a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$500.00			
E 4	WOIO	09/12/12	09/14/12	Price is Right	11a-12p		:30			NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$525.00			
E 5	WOIO	09/12/12	09/14/12	Craig Ferguson	1235a-130a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$300.00			
E 6	WOIO	09/12/12	09/14/12	Action News at Noon	12-1230p		:30			NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$475.00			
E 7	WOIO	09/12/12	09/13/12	Action News at 430a	430-5a		:30			NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WT---				2	\$90.00			
E 8	WOIO	09/12/12	09/14/12	Action News at 5a	5-6a		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$125.00			
E 9	WOIO	09/12/12	09/14/12	Action News at 5p	5-6p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$700.00			
E 10	WOIO	09/12/12	09/14/12	Action News at 6p	6-630p		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$700.00			
E 11	WOIO	09/12/12	09/14/12	Action News at 6a	6-7a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract Dates</u> 09/11/12 - 09/17/12		<u>Product</u> DCCC
<u>Advertiser</u> DCCC		<u>Estimate #</u> 1500
		<u>Original Date / Revision</u> 08/27/12 / 08/27/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-- WTF--				2	\$175.00			
E 12	WOIO	09/12/12	09/14/12	CBS Evening News	630-7P		:30			NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-- WTF--				2	\$650.00			
E 13	WOIO	09/12/12	09/14/12	7-730p	7-730p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-- WTF--				2	\$500.00			
E 14	WOIO	09/12/12	09/14/12	The Early Show	7-9a		:30			NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-- WTF--				2	\$165.00			
E 15	WOIO	09/12/12	09/14/12	730-8p	730-8p		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-- WTF--				3	\$500.00			
16	WOIO	09/15/12	09/15/12	SA Action News at 6p	6-630p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----- 1-				1	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	09/10/12-09/16/12	SA Action News at 6p	6-630p	----- Sa--	:30		<del>\$500.00</del>	NM		
	See MG 16.2,16.3											
	2	WOIO	09/15/12-09/15/12	SA Action News at 7p	7-8p	----- Sa--	:30		\$500.00	NM		
	Ⓜ MG for 19.1,16.1											
	3	WOIO	09/16/12-09/16/12	Sun Action News at 7a	7-9a	----- Su	:30		\$500.00	NM		
	Ⓜ MG for 19.1,16.1											
17	WOIO	09/15/12	09/15/12	Sat Early Show	9-11a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----- 1-				1	\$250.00			
18	WOIO	09/16/12	09/16/12	Face the Nation	1030-11a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----- 1				1	\$450.00			
19	WOIO	09/16/12	09/16/12	SU Action News at 630p	630-7p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----- 1				1	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	09/10/12-09/16/12	SU Action News at 630p	630-7p	----- Su	:30		<del>\$500.00</del>	NM		
	See MG 16.2,16.3											
20	WOIO	09/16/12	09/16/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----- 1				1	\$450.00			
D 21	WOIO	09/13/12	09/13/12	Thur Hour 3	10-11p		:30			NM	0	\$0.00
22	WOIO	09/12/12	09/12/12	Wed Hour 2	9-10p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-- 1----				1	\$3,500.00			
Totals											39	\$21,060.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/16/12	39	\$21,060.00	\$17,901.00
<b>Totals</b>	<b>39</b>	<b>\$21,060.00</b>	<b>\$17,901.00</b>

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**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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